

The business model building method

① The formula with sales

The sales = The number of guests × The visitor unit price × The purchase frequency

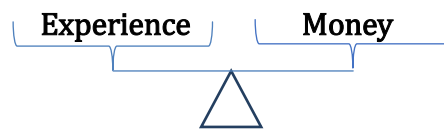
The number of guests is the number of people of the product and the visitor who bought service within the fixed period of time.

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As for the purchase frequency, the visitor is a product and the frequency to buy service within the fixed period of time.

売上 = 客数 × 客単価 × 購入頻度

(The person) × (Yen / The person) × (The time)



↓

↓

↓

The equivalent transfer of the value and the value.

The customer development

The experience value

The repeat

↓

The product unit price

FE (The front-end), BE (the back end)

The beginning = it attacks.

The mechanism = the keeper

② Be important in your business model.

1. What are the product and the service which you try to provide?

2. What change is it possible to give the customer by the product and the service which you provide?

(If 【 in the feelings 】 change can not be given, the customer doesn't buy.)

↑ The experience value

3. What are the problem and the distress to want to solve a customer really?

(If not knowing the true problem of the customer, the selling product can not be developed.)

↑ It asks to the customer directly (The questionnaire).

4. Can the problem and the distress of the customer be solved by the product and the service which you provide?
5. Already are there a product which you provide and a market of the service?
(Do you fight in existing marke)

③The experience value which is not an use value

●Sell not " the use value " but " the experience value " of the product.

For example, it is glasses.

It comes to sell at 20,000 yen – 30,000 yen if the one as much as 5,000 yen sells in the experience value if selling by the use value.

It says that it sells glasses as the implement of the ordinary vision correcting with " it sells an use value ". On the other hand, it says that it sells another attractiveness to sell " it seems cool when breaking ", and so on, by the appeal such as " it seems to be possible to do work " by the concept, " the glasses to be popular ", and so on, with " it sells an experience value ".

Putting such service creates a new attractiveness at the product by most choosing " it is stylish " glasses as it is possible to be seen by the staff of the woman and doing a custom according to the form of the face, and so on.

If doing so, for the production cost to hardly change, it is possible to sell at the high price.

Also, the rival, too, decreases by doing so.

(It is selling glasses anywhere but there is not other place to be selling the glasses to be popular to).

The person with the eyes which aren't bad, too, may be able to buy.

In other words, the experience value is creating a new attractiveness at the ordinary product by changing " the way of guessing light " to the product.

It is selling an ordinary product ordinarily and being involved in the price competition, being compared, the profit only passes away.

If making sure to sell the experience value that it are possible not to sell but to buy the product (the use value) **as it is possible to buy anywhere only from you, it sells easily at a breath and it becomes left about the profit, too.**



④About the FAB method.

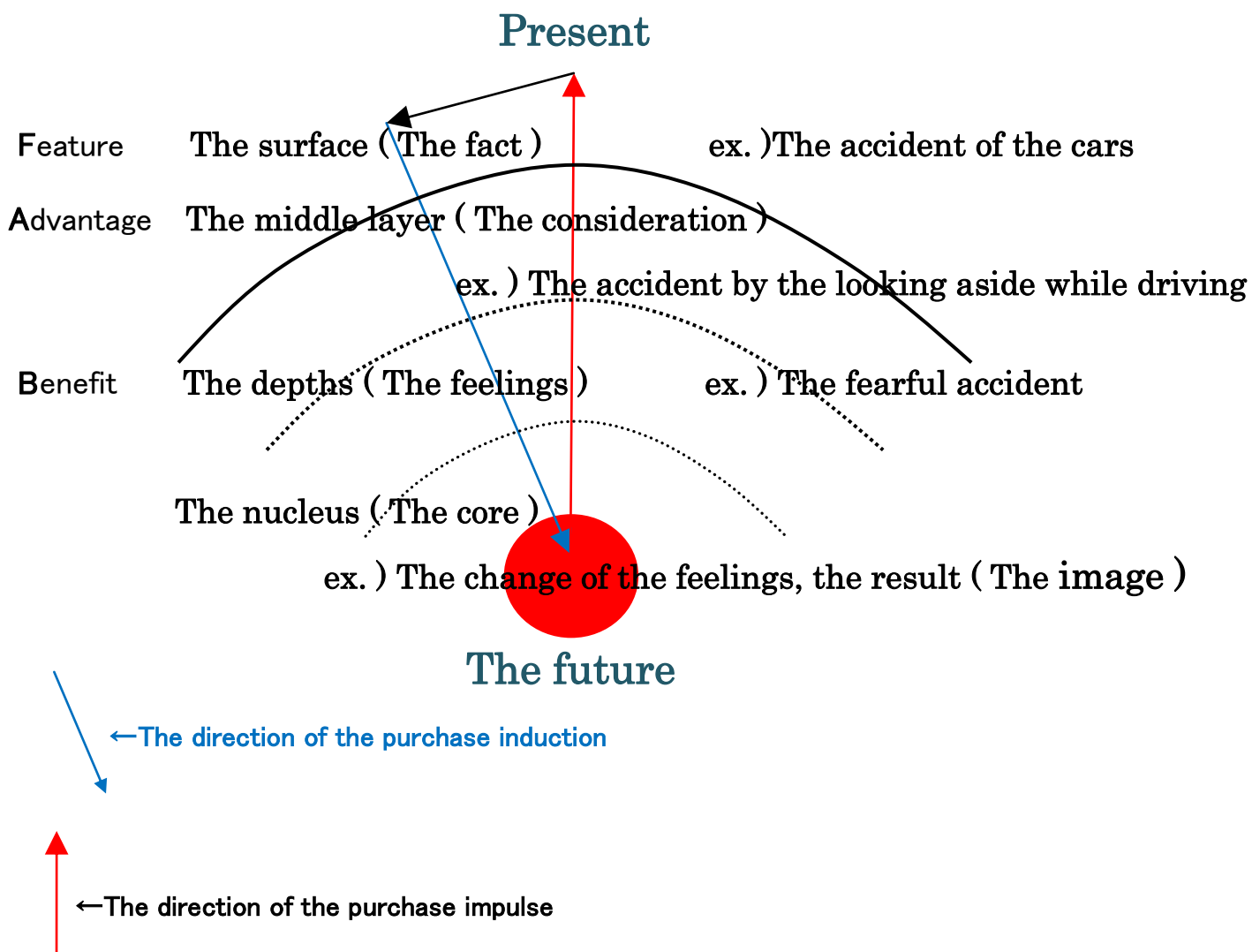
The FAB method

Feature	Advantage	Benefit
(特徴 tokuchou)	(利点 riten)	ベネフィット (恩恵 onkei)
This product is ○○.	Therefore, it puts on in ○○.	Therefore, for you, it brings about a result, ○○.

The experience value =

Benefit (= The value where customer himself is born, 【 imagining 】 a result in the imagination)

The explanation by the figure



The essence of the purchase is compulsive shopping (The feelings of " I want ").

The logic (the reason) 【 excuse 】 **follows later** 【 It thinks 】.

Three purchased goods

① Necessary goods, ② Good, ③ which is good if being The one which incites fear (Ex.: The insurance)

The feelings ⇒ The consideration ⇒ The action

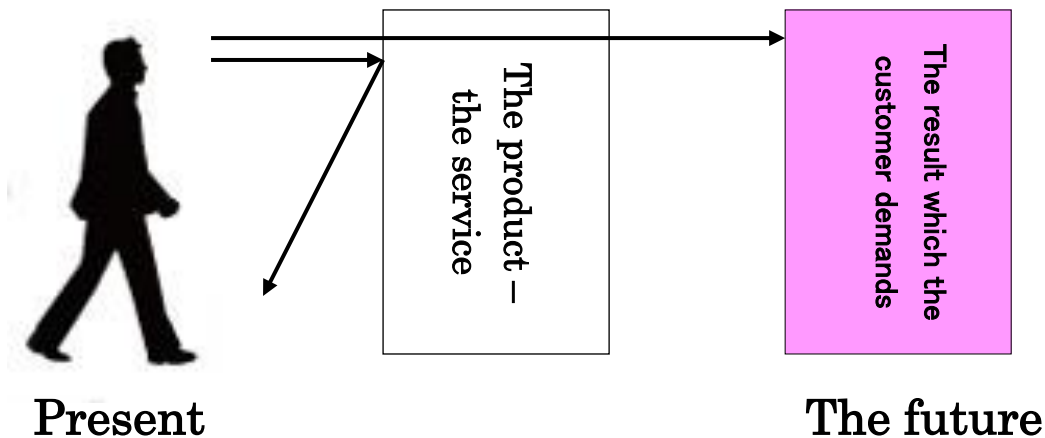
The reason why the person acts

- ① I want to avoid a pain, distress (The escape from the pain).
- ② I want to get a pleasant sensation.

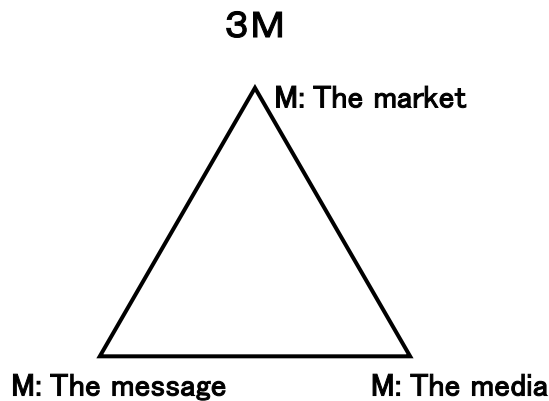
At the same time, at only one for every two pieces of necessity, the action is difficult.

The product is a wall.

As for goods to provide the customer, the customer is the result to demand and is not a product and service itself.



⑤ About the 3 M equilateral triangle.



⑥ About the 3 lines project book (三行企画書) (The marketing and the product development).

1. Whom do you have pay money?
2. What value has money paid?
3. The mechanism which has money paid one-time only and continuously

① **Whom** do you have pay money?

1.Its viewpoint 2.The objective viewpoint 3.The age – the area – the lifestyle

② **What value** has money paid?

It doesn't support the sense of values of the visitor but it makes a sense of values personally.

③ The mechanism not to be being one-shot and for the money to **be able to be continuously paid for**

The of course, repeated business

About the marketing.

1. Whom do you provide for (The marketing)?
2. What do you provide (The merchandising)?
3. How do you provide (The promotion)?

About the product development.

1. How (Do you provide an experience value)? = It incorporates the beginning of the repeat.
2. What (What service do you provide and a product). = It computes a customer unit price beforehand.
3. To whom (What customer do you provide for). = It reviews a customer development method beforehand.

⇒ **The sale element details**

- Targeting not to lose time by
Targeting isn't necessary.

It shifts certainly when thinking of goods and the service at the axis.

The starting point of the consideration



It thinks at the end of " what experience do you want me to have? "

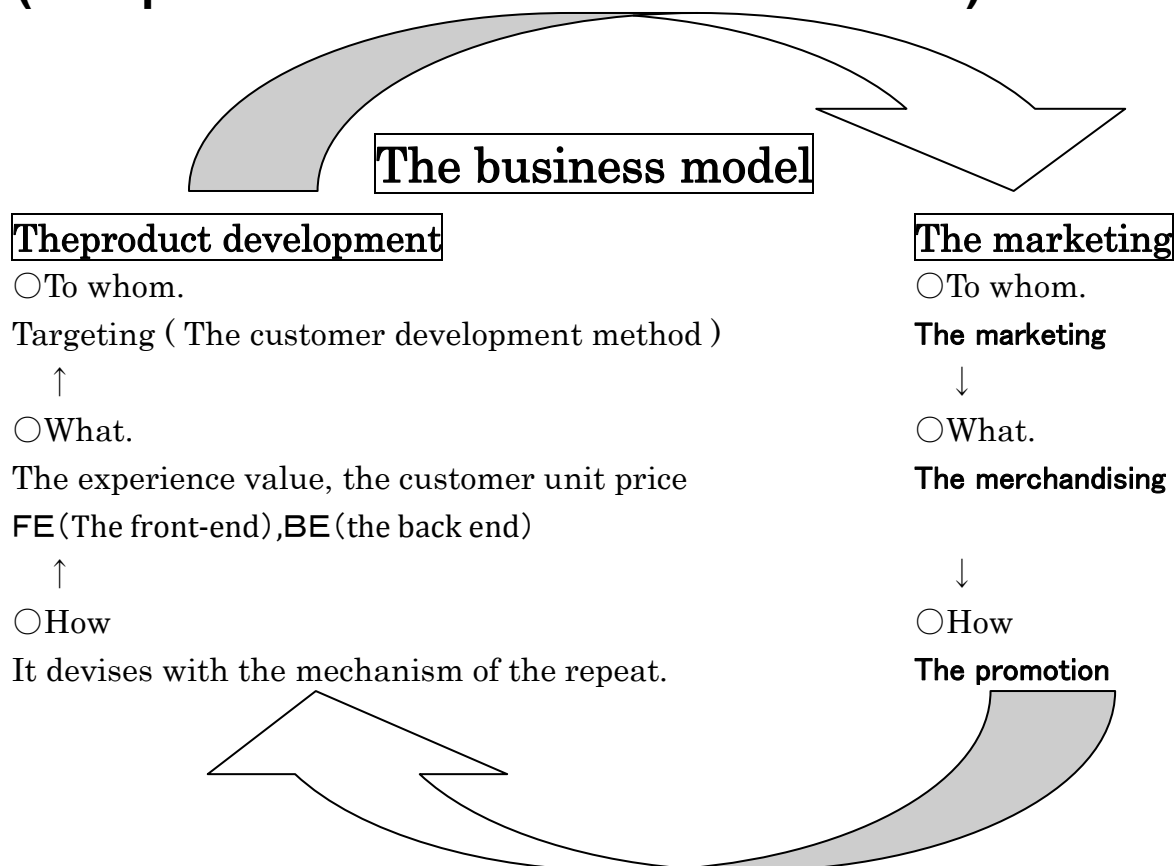
" Whom is the most rejoicing person? "

It is targeting with being true, **thinking of these two** and moving to the action.

● The continuation use doesn't handle the product – the service which it isn't possible to expect.

⑦ Improve the accuracy of the business model

(It is possible to turn a circulation model).



The sale element details

The sales=	The number of guests ×	The visitor unit price ×	The purchase number of times (The repeat)
The essence of the element	The collection, the organization of the customer list (the e-mail address) (Every attribute).	What should we sell at (the price) how much?	At the frequency as much as which to whom.It controls a figure.
The specifics of the method	<ul style="list-style-type: none"> · The publishing · The promising visitor list making · The introduction system · The joint venture (JV) · The advertisement · The risk reversal · USP (The uniqueness Sale Proposition) · The sticking fight · It catches a prickle. · The compatible with the complaint · The advertising (The public relations) · The e-mail magazine · The blog · Facebook · Instagram · The auction · The HP · The free report · PPC · The occasion handbill · The posting handbill · The sponsor advertisement · Youtube · The business card with the photograph (The learned business card) 	<ul style="list-style-type: none"> · Addonsell · Upsell · Closesell · DownSell · It trains specially severely. · The pine tree, bamboo and Japanese apricot tree (+1) · The raise · The change of the mind set · The visualization of the value · The experience value (The use value → experience value) · The T-shirt theory (The bulk-buying) · The set sale · The present sale · It reduces after raise. · It raises payment by the hour (10000/1 hours are 30 minutes of →/). · It lowers a production cost. · The new product · The new service · The development of the CFC end product · The development of the back end product · The innovation (The recombination in the one which already is) 	<ul style="list-style-type: none"> · The member system · The phone following · The design of the funnel of the sales (Design in the front-end and the back end) · The continuous following system · The offer of the reason and the meaning for repeating · The community making · The seasonality campaign · The repeat type business – the product building method · The thank you letter · Thank you Telephone · The newsletter · The direct mail · The appreciating event · The event (The seminar, the study and training) · The holding of an useful study meeting · The talk which makes a reservation in the next time · The service ticket (Drink's being free of charge) · The postmark card (It takes 500 yen when gathering).